

ABSTRACT

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Belitung Island became popular since the screening of Laskar Pelangi movie in 2008. Since then, the public are attracted by the natural beauty of Belitung Island. Realize of it, the Local District Government together with Tourism Department and Creative Economy of Belitung cooperate to built and develop the tourism sector in Belitung Island. Some of it is to introduce some potential spot for tourism to the public, one of it is Lengkuas Island. It's just that it needs the role and support by the citizen to cooperate of developing tourism in Belitung Island. Lengkuas Island is a small island which located in the north of Belitung Island. That island has an incredible potential, by the existance of a light house which built in the period of colonialism by Dutch at 1882, ancient giant granite which already there by hundreds millions of years, and the beauty of seas an coral which maintained continuity. All of that uniqueness requires a promotion program, so Lengkuas Island can be known by the public. In the designing of promotion media for Lengkuas Island, the writer using observation, interview and questionnaire as the method of collecting data. By these method, can be known which group or who is the target of this operation, and which promotion media that requires to use. So the writer is expecting the "Design of Promotion Media for Tourism Destination Lengkuas Island" can relieve the Local Government and Tourism Department and Creative Economy of Belitung to make Belitung Island as a tourism destination area by using its nature potential.

Keywords : lengkuas island, tourism, visual identity, promotion media